

To: DDA:MSMAIL=RJRWS/WSEXCH/FITZGED; O=RJREM; P=WSX400; A=RJR; C=US
From: 1610 - Buffalo ROU (BRZEZIE)
Posted: 6/24/98 8:50
Opened: 6/24/98 10:56
Subject: 1999 WINSTON CUP MATERIALS

ATTACHED IS THE BUFFALO REGION'S RESPONSE TO THE ABOVE.....

CC: MacWilliams, Lori

51856 9636

To: Ridge, Robert, Smith, Richard A.
From: 1610 - Buffalo ROU (BRZEZIE)
Posted: 6/18/98 16:15
Opened: 6/19/98 10:37
Subject: FWRD: 1999 Winston Cup & Winston Drag M

TO: RICK SMITH #1622 & ROBERT RIDGE #1638
RE: 1998 WINSTON CUP & WINSTON DRAG MATERIALS

Rick & Robert:

Please reference the following letter from Don Fitzgerald relative to 1998 Winston Cup & Drag Materials. Please respond back to the ROU, attn. Eileen at your earliest convenience, BUT NO LATER THAN WEDNESDAY 6/24/98!!!!

Thanks,
Lori

lem65-98.doc

===== <Forwarded Letter> =====

From: Irvin, Debbie A.
To: 1610
Subject: 1999 Winston Cup & Winston Drag Materia
Posted: 06/18/98 11:41
Priority: Normal Priority

Microsoft Mail v3.0 (MAPI 1.0 Transport) IPM.Microsoft Mail.Note

From: Irvin, Debbie A.
To: 1300 - Philadelphia Region
1310 - Philadelphia ROU
1600 - Buffalo Region
1610 - Buffalo ROU
1700 - Pittsburgh Region
1710 - Pittsburgh ROU
1800 - Cincinnati Region
1810 - Cincinnati ROU
Gillespie, Tim E. <ROM> 1810
MacWilliams, Lori <ROM> 1610
Goodman, Mark J. <ROM> 1310
Dobrowolski, R E. <ROM> 1710
McMahon, Todd <RBM> 1810
Callaghan, Stephen W. <RBM> 1600
Sampson, Tyrone <RBM> 1300
Jandes, Jeffrey K. <RBM> 1700

Cc: Odom, J. Tom
Subject: 1999 Winston Cup & Winston Drag Materials
Date: 1998-06-18 11:41
Priority: 3
Message ID: 5C47AE31C106D211A4FD00805FE66D93
Conversation ID: 1999 Winston Cup & Winston Drag Materials
Attachments:
99_NEEDS.XLS
98083DF.DOC

[[99_NEEDS.XLS : 3875 In 99_NEEDS.XLS]]
[[98083DF.DOC : 3876 In 98083DF.DOC]]

51856 9637

CC: MacWilliams, Lori, 1600 - Buffalo Region (BURRELL)



D. P. FITZGERALD
Area Manager - Operations
North East Sales Area
910-741-2053

June 18, 1998

SENT VIA E-MAIL

Tim Gillespie	Todd McMahon
Lori MacWilliams	Steve Callaghan
Mark Goodman	Tyrone Sampson
Bob Dobrowolski	Jeff Jandes

SUBJECT: **1999 Winston Cup & Winston Drag Materials**

Attached you will find a spreadsheet titled (99_needs.xls), which lists all of the Winston Cup and Winston Drag events. The date of the events are the 1998 schedule dates.

You will note there are two blank columns on the spreadsheets, one column heading is "Cup POS Kit SKU's 1999 Needs", and the other is "Promotion 20 per SKU 1999 Needs". Obviously, what we are looking for are our projected needs on these items to support your 1999 events. When projecting your needs, please consider the following:

- The Cup Kit contains: One 25' pennant rope, one 9' x 3' Cup schedule banner, one 10' x 3' racing banner.
- The Drag Kit contains: One 25' pennant rope, one 9' x 3' Drag schedule banner. The Winston Drag spreadsheet contains one additional column, which is headed "Pack Swap Paster Eaches 1999 Needs". This paster is used at retail to announce the Winston pack-swap program for racing merchandise at the upcoming event.
- The 1999 promotion will not be a premium offer, due to premium restrictions in place in Minnesota, Texas, Mississippi and Florida. The offer could potentially be a bounce back type offer with a race car display.

Additionally, please include any ideas or suggestions you may have on pieces to be included in the support kits, or on the promotion.

I would appreciate you returning your needs on the spreadsheet to me on or before 6/25/98. Sorry for the short notice, but this information needs to be sent to the brand for 1999 planning so it can be included in their budgets.

Don
98083DF/di
c: RSM's

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99 Cup

	Region	Race	Location	Date	Cup POS Kit 1998 Allocations	Cup POS Kit SKUs 1999 Needs	Promotion 20 per SKU 1999 Needs
2300	Florida	Daytona 500	Daytona	2/15/98	300		
2100	Winston-Salem	Goodwrench 400	Rockingham	2/22/98	114		
5100	N. California	Las Vegas 400	Las Vegas	3/1/98	114		
2200	Atlanta	Primestar 500	Atlanta	3/8/98	118		
2100	Winston-Salem	TranSouth 400	Darlington	3/22/98	114		
2100	Winston-Salem	Food City 500	Bristol	3/29/98	114		
2600	Dallas	Texas 500	Dallas	4/5/98	114		
2900	Richmond	Goody's 500	Martinsville	4/19/98	114		
2200	Atlanta	DieHard 500	Talladega	4/26/98	114		
5400	S. California	California 500	Fontana	5/3/98	114		
2100	Winston-Salem	Coca-Cola 600	Charlotte	5/24/98	300		
1300	Philadelphia	MBNA Platinum 400	Dover	5/31/98	114		
2900	Richmond	Pontiac 400	Richmond	6/6/98	114		
6700	Detroit	Miller Lite 400	Brooklyn	6/14/98	114		
1600	Buffalo	Pocono 500	Pocono	6/21/98	114		
5400	S. California	Save Mart 300	Sears Point	6/28/98	114		
2300	Florida	Pepsi 400	Daytona	7/4/98	120		
1600	Buffalo	Jiffy Lube 300	N.H. International	7/12/98	120		
1600	Buffalo	Pennsylvania 500	Pocono	7/26/98	120		
1800	Cincinnati	Brickyard 400	Indianapolis	8/1/98	300		
1600	Buffalo	Bud at the Glen	Watkins Glen	8/9/98	120		
6700	Detroit	Devilbliss 400	Michigan	8/16/98	120		
2100	Winston-Salem	Goody's 500	Bristol	8/22/98	120		
1600	Buffalo	New Hampshire 300	N.H. International	8/30/98	120		
2100	Winston-Salem	Mountain Dew 500	Darlington	9/6/98	300		
2900	Richmond	Exide Select 400	Richmond	9/12/98	120		
1300	Philadelphia	MBNA Gold 400	Dover Downs	9/20/98	120		
2900	Richmond	NAPA 500	Martinsville	9/27/98	120		
2100	Winston-Salem	UAW-GM 500	Charlotte	10/4/98	120		
2200	Atlanta	Winston 500	Talladega	10/11/98	300		
5800	Houston	Dura Lube 500	Phoenix	10/25/98	120		
2100	Winston-Salem	AC Delco 400	Rockingham	11/1/98	120		
2200	Atlanta	NAPA 500	Atlanta	11/8/98	120		

1025

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